


# Effect of Social Presence on Behavioral Intention to Social Commerce Through Online Social Capital

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## ABSTRACT

This research aims to observe how social presence influences online social capital and the behavioral intention of social commerce (s-commerce). The online survey with a structured questionnaire is used to collect data and analyzed by a structural equation model (SEM). The authors found that social presence is directly connected with online social capital (bonding and bridging). Social presence is not meaningfully connected to s-commerce intention (sharing and shopping), but the cluster model argues that social presence has a significant connection with social sharing and shopping intention. Online social capital and s-commerce intention are positively related to social interaction, and the results also confirmed that social capital is a complementary mediator. The paper provides different research instructions and guidelines for consumers and scholars. They offer a user-preferred s-commerce environment that is related to helping enterprise proprietors provide personalized services and supporting clients to acquire precious purchase-related information.

## KEYWORDS

S-Commerce, Social Capital, Social Commerce Intention, Social Interaction, Social Presence

## 1. INTRODUCTION

Internet usage and online purchasing have become a daily part of life and became a major player in sustainable economic development, especially in developing countries (Agarwal and Wu 2018). With the increasing reputation of online shopping and social media, s-commerce has grown to be a promising area of activity for academicians and practitioners. S-commerce is the most essential trait in e-commerce performances that have modified the industrial interactions, the accessibility of information, and the purchasing knowledge (Bugshan et al. 2020; Leung et al. 2019; Hajli and Featherman 2019). The goals of s-commerce are to the use of SNSs to expand the utility of business, as it is tremendous to enlarge various transactions via the exchange of user information. According to current information, the world s-commerce market standard is awaited to increase by 34% rate from 2017 to 2021 and to attain \$165.59 billion through 2021 (Wang et al. 2020). Moreover, SNSs have emerged as the best online mission for sharing information and socially interacting with the

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complete technical ability that supports the development of interactive conversation and has increased efficiency for creating the company's usefulness (Hossain and Kim 2020; Sheikh et al. 2019). Many researchers estimated that the financial decrement of the global GDP could be increased by a 2-4% rate (Pollak and Konecny 2021; Luo and Tsang 2020).

The intention of s-commerce research significantly began from e-commerce (Yuan et al. 2020), and from the perspective of information and knowledge management, behavioral intentions to s-commerce can be referred to as the preferred expectations of visitors in the future (Muslim et al. 2020). In this regard, consumer participation is a vital part of s-commerce sustainability, which has identified social interaction as a considerable component (Yeon et al. 2019). Several types of research have proven that the social presence of digital agents included in e-commerce can have an important effect on consumer confidence, shopping intention, and productivity (Tan et al. 2020; Mimoun et al. 2017). Customers can affect the purchase intentions and purchasing selections of different customers through social interactions, experience sharing and replacing information (Nadeem et al. 2020). Additionally, information-related social capital and social support function are described as social interactions that properly help or experience connecting with an individual or group (Mishra 2020). Social capital consists of the social networks connections with person feelings (Šmaguc and Vuković 2020; Putnam 2000), and these connections strongly influence the interpersonal knowledge sharing the intention of s-commerce (Huang et al. 2020). Hossain and Kim (2020) explore a few precious achievements for understanding s-commerce behavior and also highlight the wonderful position of the quality of service dimensions in behavioral perceptions, which throws essential sense on the s-commerce intention and social capital.

The existing literature on s-commerce sites examined the influence of s-commerce intentions (social sharing and shopping intention) on social capital, social presence, social interaction, and consumer engagement (Algharabat et al. 2020; Hossain and Kim 2020; Triantafillidou and Siomkos 2018). For example, Horng and Wu (2020) have emphasized the relationship of social capital (bonding and bridging) and SNS behaviors (participating and browsing) to accommodate the intention of s-commerce, and Leong et al. (2020) also assert the realizations of belief in s-commerce primarily depend on social support and social presence. On the contrary, preceding research have discussed few barriers of s-commerce intention, which includes social presence, social capital, and s-commerce; such as psychosocial elements (e.g., social support and relationship quality) (Chen and Shen 2015), technological elements have an impact on social factors (e.g., social comparison, social presence, and digital experiences) (Zhang et al. 2014), and s-commerce aspects (e.g., like and share button) (Lee et al. 2015). Depended on a systematic literature review, this research, therefore, explores the connection of online social capital, s-commerce intention, and social presence in shaping world business prosperity. Each of the three conceptual models (social presence, social capital, and s-commerce intention) has similarly composed into social presence and social interaction for SNSs, social bonding and bridging for social capital, and social sharing and shopping intention for s-commerce intention. Accordingly, the current paper provides the three research questions (RQs). RQ1: How does social presence influence online social capital and behavioral intention to s-commerce? RQ2: How does online social capital influence behavioral intention to s-commerce? RQ3: How does online social capital mediate the association between social presence and behavioral intention to s-commerce?

The article starts by explaining the central concepts (s-commerce intention, social capital, and social presence) and describes their importance for performing various commercial activities and business interactions. First, the present study saturates the previous research gap connected with s-commerce intention and highlights the dimensions of social capital and s-commerce in behavioral perceptions. Second, the outcomes will subsidize the present literature by imparting an exploration of various service marketing concepts that would enable a better perception of the behavioral and purchasing perceptions of users regarding SNS use and s-commerce intention. Then it proposes the hypotheses with the proposed research model, accompanied by using the research methods in the methodology part. After that, the empirical results addresses the research results, discussion, and

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